

WIC Nutrition Education Survey May 2008

Notes for WIC agencies in reading and using the 2008 Participant Survey Results:

The survey results are based on the clients who answered the surveys you distributed to your sites. The numbers reflect the surveys that were returned on time, so if you had some late surveys, they may not show up in the totals.

The totals in each section may not match the total number of surveys you sent in, and the totals may not match from section to section. The most likely reasons for this are: 1) some clients did not answer all of the items, or 2) some of the survey responses could not be scanned.

For the more detailed questions with multiple responses, you will see both numbers and percents reported.

HOW TO UNDERSTAND AND USE THE SURVEY:

- Remember that this survey was a snapshot of your clients, based on a small sample, not every client.
- You may want to compare the survey responses with your most recent certification reports, to make sure that the survey group is similar to your overall client makeup. If it is very different (for example, your survey results did not include all of the ethnic groups seen in your clinics), keep that in mind when using the survey results.
- The survey is designed to help you in planning and providing the best possible WIC NE services for your clients. Here are some suggestions for using the survey results:
 - ✓ Think about the ages, education levels, ethnic groups, and languages of your clients. How does your NE programming fit with these groups?
 - ✓ Many agency surveys showed that high percentages of clients were parents of children over age one as well as infants. What is the implication of having parents with both toddlers and infants for your NE offerings?
 - ✓ Looking at the percentage of your clients who responded that they are concerned about having enough food, what kinds of NE and referrals would be most appropriate?
 - ✓ The NE topic categories for questions 1 and 6 on the survey were the same, and the report shows them together. How did your clients rate the WIC services most important to them, and how do those ratings compare with how well they think WIC is meeting their needs in these areas? How can your NE plan address this?
 - ✓ The NE methods detailed in questions 2 and 3 were the same, and the report shows them together. How did your clients rate the methods that they usually receive NE classes, and how do the answers compare with the ways clients would like to receive NE?
 - ✓ How did your clients rate the accessibility and responsiveness of WIC services and staff in questions 4 and 5? Are there any changes in NE that you will want to make based on these responses?

- ✓ For item 7, most agency surveys showed that WIC is an important source of information for clients about feeding their families. What other sources were important for your clients? Do these responses offer any opportunities for expanding WIC NE offerings to other family members or collaborating with community organizations?
- ✓ Questions 8 and 9 highlight WIC as an information and referral source for other community services. What are your clients' biggest needs for information about community resources, and what referral opportunities do you see?
- ✓ Most agency surveys showed that a high percentage of WIC clients have DVD players, and most can access the internet. What percent of your clients have internet access at home? Should online lessons be promoted for your clients?
- ✓ In question 12, clients reported healthy behaviors that they have tried in the past year. How can your NE offerings support these efforts?
- ✓ Question 13 asked about how clients may be modeling healthy behaviors for their children at home. What are the areas where you see opportunities for NE to encourage parents in role modeling for their children?
- ✓ Question 15 focused on mealtimes at home. How can your NE lessons support healthy and enjoyable family mealtimes?
- ✓ Question 14 asked clients to rate their own level of physical fitness. How do your clients rate themselves in this area? How can NE support them in becoming more physically fit?